



A CUSTOMER LOYALTY PROGRAM WITH GROWING IMPACT



"For the company, this project has been a key element in, firstly, establishing, and subsequently in maintaining and strengthening a close link with each and every one of our best customers, the Iberia Plus cardholders, who are undoubtedly the company's most important asset."

Felix García Viejobuena, Director of Customer Relations at Iberia.

Iberia is a Spanish air carrier that has been operating on the commercial airline market for more than 75 years and is one of the most profitable across the globe. The cornerstone of its commercial success—a market benchmark—is its customer-service policy, which was launched over 10 years ago and is founded on Iberia Plus, the first European customer loyalty program. More than 1,500,000 cardholders are proof of its success.

BUSINESS CHALLENGES

Atos Origin supported Iberia right from the outset of its pioneering loyalty project, managing the Business Process Outsourcing (BPO) services that were key to the program's success in a fully integrated fashion. The most noteworthy of these services are:

- > Functional and technological consulting
- > Applications development and maintenance
- > Data-processing and operation center
- > Customer-service center
- > Printing center
- > Mailing handling and fulfillment.

The Atos Origin BPO offer for Iberia includes some additional services such as the manufacture of cards and their printing, handling and mailing to Iberia Plus holders. Another significant feature critical to this project was the implementation of several platforms, the most important of which are the CTI, a powerful workflow tool, a document storage system, as well as a Data Mart and a Data Warehouse.

SOLUTIONS

The Iberia Plus loyalty program has become a benchmark for any organization seeking to make customers a focal point of its business activity. The more than 1,500,000 customers who currently hold the Iberia Plus card attest to the success of the forward-looking managers who revolutionized and continue to develop their customer relationship strategies. The development of this project has been ongoing through the years due to both consistent technological advances and new mileage-based consumer profiles.

Atos Origin contributed substantially to the program's success by providing the IT technology and consulting services that continue to make it work:

- > Migration of Natural/Adabas to a UNIX/Oracle environment
- > Implementation of diverse technological platforms
- > Launch of elite programs (Platinum, Gold, Silver)
- > Launch of the Iberia.com portal
- > Integration of CRM.

BENEFITS

The combined business and technological expertise of Atos Origin, as well as its considerable experience in loyalty programs, have both been key to Iberia's success, as demonstrated by the more than 28 million passengers who chose to fly the airline in 2002. The uncontested leader in Spain, Iberia counts among Europe's top five major international airlines. Its fleet of more than 200 planes covers routes to more than 150 global destinations.

The Iberia Plus Program in 2002 spans:

- > 1,500,000 Iberia Plus cardholders
- > 900,000 calls answered at the Contact Center
- > 800,000 flights and prize services
- > 5,000,000 letters and statements sent to customers
- > 10,000,000 point collection transactions
- > 400 users with system access.

About Atos Origin

Atos Origin is an international information technology (IT) services company. Its business is turning client vision into results through the application of consulting, systems integration and managed operations. The company's annual revenues are more than EUR 5 billion and it employs 47,000 people in 50 countries. Atos Origin is the Worldwide Information Technology Partner for the Olympic Games and its clients include ABN AMRO, Akzo Nobel, Alstom, BNP Paribas, BP, Ericsson, EDF, Euronext, Fiat, France Telecom, ICI, ING, KPN, Lucent, Philips, Renault, Royal Bank of Scotland, Saudi Aramco, Schlumberger, Shell, Telecom Italia, UBS, UK Department for Work and Pensions, Unilever, Vivendi Universal and Vodafone. Atos Origin is quoted on the Paris Euronext Premier Marché and trades as Atos Origin, AtosEuronext, Atos Worldline, Atos KPMG Consulting and Atos Odyssee.